

## Abstract of the Disclosure

A software program or module accepts a variety of user designations for such things as, for example, the width and height of various advertising registration marks including one or more of the following: trim marks, bleed marks, live marks, and gutter marks. The software program or module interacts with or is embodied within an overall program for manipulation and generation of advertising image information. The computer program automatically places the designated advertising registration marks within the image file of advertisements to be published. Additionally, systems and methods are provided for scaling advertising layout image information along with corresponding advertising registration marks in order to match the requirements for various sizes of advertising copy.